

WHAT IS A BRANDING STRATEGY FOR RETAIL?

The City of Falls Church and the Economic Development Authority (EDA) are preparing to become actively engaged in retail attraction and retention. This effort is a continuation of the Retail Market Analysis conducted last year by the City. This is the first stage of targeting and reaching out to the retail types recommended in the Retail Compass report.

To effectively communicate with retailers, the City and EDA are preparing a series of marketing materials that address the issues important to retailers when they are making real estate decisions. The City and EDA are asking for your help in identifying the unifying message of these materials. In essence: *What do we want to say about Falls Church to the retail marketplace?*

In this workshop session, we will determine common themes – in words and images – that then will be translated into a motto and logo for the retail branding and marketing strategy. **Please join consultant Heather Arnold, City staff, and members of the EDA board of directors on Wednesday, March 29, from 7 – 9:30 p.m. in the Falls Church Community Center to share your ideas!**